

## **Key Result Area 1: Community Interventions and Development**

**Goal: Enable all concerned community-based organizations serving low-income Californians to turn up the volume of their existing activities, offer creative new approaches, integrate efforts, and achieve new synergies by offering effective interventions in all locations where food and activity decisions are made, thereby informing, reminding and enabling FSNE-eligible adults and children to eat more fruits and vegetables and be physically active every day.**

### **Objectives**

- I Local Incentive Awards, NIA's, SIA's and State Programs
  - A Children and Families Commissions (4)
  - B City Governments (2)
  - C Community Colleges, State Universities (8)
  - D County Offices of Education (10)
  - E Indian Tribal Organizations (5)
  - F Local Health Departments (30)
  - G Non-Profit Organizations/NIA's (2)
  - H Park and Recreation Districts (3)
  - I School Districts (39)
  - J State Programs/SIA's (4)
  - K UC County Cooperative Extensions (3)
  - L California Healthy Cities and Communities
  - M LIA Reserve/Set-Aside
- II Food Security Competitive and Statewide Projects
- III Regional Nutrition Networks
- IV *Children's 5 a Day—Power Play! Campaign*
- V *Latino 5 a Day Campaign*
- VI *African American 5 a Day Campaign*
- VII *5 a Day—Be Active! Worksite Program* (Pilot)
- VIII Support to the Field
  - A Technical Assistance
  - B Site Visits
  - C *Communities of Excellence (CX<sup>3</sup>)*
  - D *Harvest of the Month*
  - E USDA Food Stamp Connections Website
  - F Network Project Directory
  - G New Initiatives/New Channel Development/Special Projects
    - 1 California After School Partnership
    - 2 *Asian-American 5 a Day Campaign* (Pilot)
    - 3 Children & Families Commission/*First Five*

## Work Plan Code Summary - KRA 1

Messages/Topics	Key Strategies	Channel
A. Fruit & Vegetables	1. Nutrition Education Classes	a. City Governments
B. Healthier Eating, general	2. Community Events	b. Colleges/Universities
C. Food Safety	3. Retail Promotion	c. County offices of Education
D. Cooking skills	4. Print Media	d. Indian Tribal Organizations
E. Food Security	5. Radio / TV	e. Local Health Departments
F. Food Stamp Program Promotion *	6. Internet/ Web Sites	f. Parks & Recreation
G. Physical Activity Promotion **	7. Training / workshop / conference	g. Non-Profit/Community-Based Agencies
H. Farmer's market promotion ***	8. Advisory Council/Task Force	h. School Districts
I. Breast-feeding	9. Nutrition Education Research/Evaluation	i. State Agencies
J. Childhood Obesity Prevention	10. Promotion of Healthy Communities ****	j. UC Cooperative Extension
		k. Out-of-home advertising
		l. Home Visits
		m. Media Outreach
		n. Work sites (low income)
		o. Food stamp offices
		p. WIC Offices
		q. Health care provider & community clinics
		r. Faith / churches
		s. Community sites (gardens, parks, etc.)
		t. Grocery stores / farmers' markets
		u. Other (Specified in Workplan)

FSNE Eligibles = ≤185% FPL, (Applies to all target audiences listed in the work plan)

Non FSNE = >185% FPL,

Other = Intermediaries targeting FSNE Eligibles

MOUs for LIAs partnering with WIC (Section B Attachments – Attachment #5) or other agencies are on file with CPNS.

\*= Only provide brief promotional messages, \*\* = Integrated with nutrition education & does not include outreach,

\*\*\* = Integrated with nutrition education (Nut Ed is the primary focus)

\*\*\*\* = "Promotion of Healthy Communities" will include promotion only, not implementation of systems, environmental or policy change.  
The promotion will be directly linked, supportive of, and proportionate to direct nutrition education for FSNE clients.

### LIA Data Sources in Work Plan:

Budget: existing contract budgets and budgets submitted by local agencies for FFY 2005-2006

Target Audience: 2004-2005 Federal Share Project Summaries

Target Area: 2004-2005 Federal Share Project Summaries

Total Contacts: 2003-2004 USDA Network Final Report

Strategy Information: 2003-2004 USDA Network Final Report, 2004-2005 Federal Share Project Summaries

Educational Materials: 2004-2005 Federal Share Project Summaries

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<b>KRA 1 GOAL:</b> Enable all concerned community-based organizations serving FSNE eligible Californians to turn up the volume of their existing activities, offer creative new approaches, integrate efforts, and achieve new synergies by offering effective interventions in all locations where food and activity decisions are made, thereby informing, reminding and enabling FSNE-eligible adults and children to eat fruits and vegetables and be physically active every day.				
<b>OBJECTIVE I: <u>Local, Non-Profit and State Incentive Awards: State Programs</u> - By September 30, 2006, increase the volume of nutrition education, physical activity promotion and nutrition assistance program promotion provided through approximately 130 <b>Local Incentive Awardees</b> (LIAs) funded through FFP. <i>See Section A, Attachment #5 (Free/Reduced Price School Meal Table); Section B Attachments #1 (Network LIA and Special Project Summary Table), #2 (LIA Local Share Summary Reports), #4 (MOUs, Letters of Intent to Contract, Standard Agreement face pages); Section D (Budget Justifications), Section F Attachment #1(Intervention Sites)</i></b>	Contracts executed, Progress reports submitted and analyzed, impact evaluation results	Community Development Team Program and Contract Managers, Brown	<b>State match:</b> <b>\$108,638,426</b>  <b>Federal match:</b> <b>\$54,587,642</b>	Process: SAAR (see KRA 2), Impact Evaluation for agencies with over \$350,000 <b>Federal Match</b>
<b>A. Children and Families Commissions - 4 contractors (Channel Summary Information, also see Section B attachments 1 &amp; 2 for contractor specific information)</b>	Contracts executed, Progress reports submitted and analyzed	Community Development Team Program and Contract Managers, Brown	State match: \$3,825,969  Federal match: \$1,864,695	Process: SAAR (see KRA 2), interim and final progress reports, Impact Evaluation for agencies with over \$350,000 <b>Federal Match</b>
<b>(2) Strategies/Methods:</b> (A) Target Information: Target Audience: FSNE eligible persons of all ages; African American, Asian, Caucasian, Latino, BiRacial; childcare providers, ESL students, families with children, teachers/educators, healthcare providers and intermediaries who provide nutrition education services to FSNE eligibles. Target Data Source: CPNS GIS, 2000 Census, CALWORKS, FS rates, FRPM rates, Medi-Cal, WIC Target Area: Orange, Amador, Madera and Riverside counties Projected Total Contacts: 208,873 FSNE: 208,873      Non FSNE:      Other: Intermediaries serving FSNE				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
B) Strategy Information: Message/Topic: A, F, G Strategy: 1, 2, 3, 7 Channel: f, g, h, m, o, p, q, r, s, t, u (preschools) Notes:				
<b>(3) Existing &amp; (4) New Educational Materials:</b> Type: newsletters New/Existing: existing Number to be Distributed/Produced: TBD Languages: English, Hmong, Khmer, Spanish, Punjab Notes: existing materials from: USDA, ACS, AHA, 5 a Day, CDE, CFPA, CPL, CDC, DCC; any new materials developed will be preapproved by the Network and the need justified.				
<b>B. City Governments - 2 contractors</b> <b>(Channel Summary Information, also see Section B attachments 1 &amp; 2 for contractor specific information)</b>	Contracts executed, Progress reports submitted and analyzed	Community Development Team Program and Contract Managers	State Match: \$245,038 Federal Match: \$122,520	Process: SAAR (see KRA 2), interim and final progress reports Impact Evaluation for agencies with over \$350,000 <b>Federal Match</b>
<b>(2) Strategies/Methods:</b> (A) Target Information: Target Audience: all ages; African American, Asian, Caucasian, Latino, Native American; families with children, teachers/educators, school staff; childcare providers, ESL students Target Data Source: 2000 Census, FRPM rates Target Area: Humboldt, San Bernardino counties Projected Total Contacts: 46,371 FSNE: 46,371 Non FSNE: Other: Intermediaries serving FSNE				
B) Strategy Information: Message/Topic: A, G Strategy: 1, 2, 4, 5 Channel: f, m Notes:				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<b>(3) Existing &amp; (4) New Educational Materials:</b> Type: newsletters, curriculum New/Existing: existing Number to be Distributed/Produced: TBD Languages: English, Spanish Notes: existing materials from:USDA, ACS, AHA, 5 a Day, CDE, CFPA, CPL, CDC, DCC; any new materials developed will be preapproved by the Network and the need justified.				
<b>C. Colleges/Universities - 7 contractors</b> <b>(Channel Summary Information, also see Section B attachments 1 &amp; 2 for contractor specific information)</b> <i>Any contractor targeting college/university students is required to adhere to the FSNE income guidelines and other specific criteria for this population identified in the FSNE Plan Guidance, FFY 2006. All costs are prorated to the percentage of students meeting FSNE criteria, general nutrition contentand the prorating policy in the FSNE Plan Guidance, FFY 2006.</i>	Contracts executed, Progress reports submitted and analyzed	Community Development Team Program and Contract Managers	State match: <b>\$7,262,183</b> Federal Match: <b>\$3,627,681</b>	Process: SAAR (see KRA 2), interim and final progress reports Impact Evaluation for agencies with over \$350,000 Federal Match (see KRA 2)
<b>(2) Strategies/Methods:</b> (A) Target Information: Target Audience:African American, Asian, Caucasian, Latino, Native American, Pacific Islander, other; pre K -12, adults, seniors Target Data Source: CNN GIS, 2000 Census, CalWORKS, FRPM rates, MediCal, WIC, agency data Target Area: Butte, LA, San Diego counties Projected Total Contacts: 68,127 FSNE: 68,127      Non FSNE:      Other: Intermediaries serving FSNE				
B) Strategy Information: Message/Topic: A, G, F, B Strategy: 1, 6, 7, 2 Channel: b, h, m, u (after school, preschool), e, s, d, r, f, o Notes:				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<b>(3) Existing &amp; (4) New Educational Materials:</b> Type: New/Existing: existing Number to be Distributed/Produced: TBD Languages: Arabic, Armenian, Cantonese, English, Farsi, Hmong, Khmer, Korean, Lao, Mandarin, Russian, Spanish, Tagalog, Vietnamese, other Notes: existing materials from ACS, AHA, 5 a Day, CDE, CFPA, CPL, CDC, contractors, UCCE, DCC, USDA, Harvest of the Month, WIC; any new materials developed will be preapproved by the Network and the need justified.				
<b>D. County Offices of Education - 10 contractors</b> <b>(Channel Summary Information, also see Section B attachments 1 &amp; 2 for contractor specific information)</b>	Contracts executed, Progress reports submitted and analyzed, impact evaluation results	Community Development Team Program and Contract Managers, Magnuson, NECs, Brown	State match: <b>\$13,930,898</b> Federal Match: <b>\$6,943,914</b>	Process: SAAR (see KRA 2), interim and final progress reports; Impact Evaluation for agencies with over \$350,000 Federal Match (see KRA 2);
<b>(2) Strategies/Methods:</b> (A) Target Information: Target Audience: k - 12, adults; African American, Asian, Caucasian, Latino, bi-racial, Native American Pacific Islander, Philipino, East Indian Target Data Source: FRPM rates Target Area: Alameda, Fresno, Humboldt, Los Angeles, Merced, Mono, Orange, Shasta and Tulare counties Projected Total Contacts: 81,334 (9 contractors) FSNE: 81,334      Non FSNE:      Other: Intermediaries serving FSNE				
B) Strategy Information: Message/Topic: A, F, G Strategy: 1, 2, 6, 7, 8, 9, 10 Channel: c, d, g, h, l, m, n, o, s, u (ESL students, after school, food banks), Notes:				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<b>(3) Existing &amp; (4) New Educational Materials:</b> Type: New/Existing: new, existing Number to be Distributed/Produced: TBD Languages: Arabic, Cantonese, English, Farsi, Hmong, Khmer, Korean, Lao, Spanish, Tagalog, Vietnamese, Other Notes: existing materials from ACS, 5 a Day, contractor, UCCE, CFPA, CDC, DCC, AHA, CDE, CPL, USDA, Harvest of the month, WIC, CHKRC any new materials developed will be preapproved by the Network and the need justified.				
<b>E. Indian Tribal Organizations- 4 contractors</b> <b>(Channel Summary Information, also see Section B attachments 1 &amp; 2 for contractor specific information)</b>	Contracts executed, Progress reports submitted and analyzed	Community Development Team Program and Contract Managers	State match: <b>\$1,159,036</b>  Federal match: <b>\$579,518</b>	Process: SAAR (see KRA 2), interim and final progress reports Impact Evaluation for agencies with over \$350,000 Federal Match (see KRA 2)
<b>(2) Strategies/Methods:</b> (A) Target Information: Target Audience:all ages, seniors; Caucasian, Native American, Latino, Asian, Pacific Islander Target Data Source: CPNS GIS, 2000 Census, CalWORKS, FS rates, FRPM rates, HUD, Medi-Cal, WIC, Indian Reservation Data Target Area: Sacramento, San Diego, San Francisco, Humboldt, Sonoma, Inyo, Mono counties Projected Total Contacts: 22,700 FSNE: 22,700      Non FSNE:      Other: Intermediaries serving FSNE				
B) Strategy Information: Message/Topic: A, F, G Strategy: 1, 2, 6, 7 Channel: d, g, h, m, q, p, s, u (after school, preschool, commodity food distribution sites, residential recovery centers, food banks) Notes:				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<b>(3) Existing &amp; (4) New Educational Materials:</b> Type: New/Existing: new and existing Number to be Distributed/Produced: TBD Languages: English, Spanish Notes: any new materials developed will be preapproved by the Network and the need justified.				
<b>F. Local Health Departments - 31 contractors</b> <b>(Channel Summary Information, also see Section B attachments 1 &amp; 2 for contractor specific information)</b>	Contracts executed, Progress reports submitted and analyzed	Community Development Team Program and Contract Managers	State match: <b>\$24,776,727</b>  Federal match: <b>\$12,402,249</b>	Process: SAAR (see KRA 2), interim and final progress reports Impact Evaluation for agencies with over \$350,000 Federal Match (see KRA 2)
<b>(2) Strategies/Methods:</b> (A) Target Information: Target Audience: all ages Target Data Source: CPNS GIS, 2000 Census, CalWORKS, FS rates, FRPM rates, HUD, Medi-Cal WIC, agency data Target Area: Alameda, Contra Costa, Fresno, Imperial, Kern, Los Angeles, Marin, Mendocino, Monterey, Placer, Sacramento, San Joaquin, San Mateo, Santa Cruz, Solano, Sonoma, Stanislaus, Tulare, Ventura, Yolo, Humboldt, Orange, San Benito, San Bernardino, San Francisco, Santa Barbara, Santa Clara, Shasta Projected Total Contacts: 762,798 (31 contractors) FSNE: 762,798      Non FSNE:      Other: Intermediaries serving FSNE				
B) Strategy Information: Message/Topic: A, B, F, G, J (garden based nutrition education) Strategy: 1, 2, 6, 7, 8, 9, 10 Channel: b, d, e, g, h, j, k, l, m, n, o, p, q, r, s, t, u (senior centers, after school, preschool, food banks, ESL students) Notes:				



(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<b>(3) Existing &amp; (4) New Educational Materials:</b> Type: New/Existing: new and existing Number to be Distributed/Produced: TBD Languages: Armenian, Cantonese, English, Farsi, Hmong, Khmer, Korean, Lao, Mandarin, Russian, Spanish, Tagalog, Vietnamese, other Notes: existing materials from ACS, AHA, 5 a Day, CDE, CFPA, CPL, CDC, contractor developed, UCCE, DCC, USDA, Harvest of the month, WIC, other; any new materials developed will be preapproved by the Network and the need justified.				
<b>G. Non Profit Awardees - 2 contractors</b> <b>(Channel Summary Information, also see Section B attachments 1 &amp; 2 for contractor specific information)</b>	Contracts executed, Progress reports submitted and analyzed	Buck, Nishio, MkNelly, Pirruccello, Acosta, Stephenson	State match: \$2,409,714  Federal match: \$1,476,627	Process: SAAR (see KRA 2), interim and final progress reports, Impact Evaluation for agencies with over \$350,000 Federal Match (see KRA 2)
<b>(2) Strategies/Methods:</b> (A) Target Information: Target Audience: Emergency food clients and health care patients. Target Data Source: Program and service client/patient income criteria, FRPM rates Target Area: Central Valley and selected county food bank sites. Projected Total Contacts: 570,000 FSNE: 310,000 Non FSNE: 260,000 Other: Intermediaries serving FSNE				
B) Strategy Information: Message/Topic: A, B, D Strategy: 1, 2, 6, 7, 9. Channel: g, m, q, s Notes: See Key/Legend				
<b>(3) Existing &amp; (4) New Educational Materials:</b> Type: Nutrition education New/Existing: Existing materials for Central Valley Health Network ; new and existing for the California Association of Food Banks. Number to be Distributed/Produced: 500,000 Languages: English and Spanish; Notes: any new materials developed will be preapproved by the Network and the need justified.				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<b>KEY ACTIVITIES</b>				
1. Provide program and contract management oversight to the California Association of Food Banks, and Central Valley Health Network.	Provision of high quality nutrition education information and materials involving multiple subcontractors	Buck, Nishio, MkNelly, Pirruccello, Acosta, Stephenson	\$1,476,627	See Activity 2. and KRA 2.
2. Assist evaluation and technical assistance consultants and <i>Network</i> REU to provide their services to CAFB and CVHN, and submit interim and final reports (see KRA 2).	Approved SOW including measurable objectives and outcomes	Buck, Nishio, MkNelly, Pirruccello, Acosta, Stephenson		Process: SAAR (see KRA 2), interim and final progress reports, Impact Evaluation for agencies with over \$350,000 Federal Match (see KRA 2)
<b>H. Parks and Recreation - 2 contractors</b> <b>(Channel Summary Information, also see Section B attachments 1 &amp; 2 for contractor specific information)</b>	Contracts executed, Progress reports submitted and analyzed, impact evaluation results	Community Development Team Program and Contract Managers	State match: \$201,907 Federal match: \$98,927	Process: SAAR (see KRA 2), interim and progress reports, Impact Evaluation for agencies with over \$350,000 Federal Match (see KRA 2);
<b>(2) Strategies/Methods:</b> (A) Target Information: Target Audience: all ages; African American, Asian, Caucasian, Latino, Native American, Pacific Islander, other Target Data Source: 2000 Census, FRPM rates, HUD, Medi-Cal, agency data Target Area: Los Angeles and San Bernardino counties Projected Total Contacts: 18,653 FSNE: 18,653 Non FSNE: Other: Intermediaries serving FSNE				
B) Strategy Information: Message/Topic: A, F, G Strategy: 1, 2 Channel: a, f, g, m, n, g, r, u, (preschool, after school, senior centers, ), h Notes:				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<b>(3) Existing &amp; (4) New Educational Materials:</b> Type: New/Existing: new and existing Number to be Distributed/Produced: TBD Languages: Cantonese, English, Mandarin, Spanish, Tagalog Notes: existing materials from: ACS, AHA, 5 a Day, CPL, contractor developed, UCCE, USDA, other; any new materials developed will be preapproved by the Network and the need justified.				
<b>I. School Districts - 40 contractors</b> <b>(Channel Summary Information, also see Section B attachments 1 &amp; 2 for contractor specific information)</b>	Contracts executed, Progress reports submitted and analyzed, impact evaluation results	Community Development Team Program and Contract Managers, Magnuson, NECs, Brown	State match: <b>\$52,007,030</b>  Federal match: <b>\$25,675,819</b>	Process: SAAR (see KRA 2), interim and progress reports, Impact Evaluation for agencies with over \$350,000 Federal Match (see KRA 2);
<b>(2) Strategies/Methods:</b> (A) Target Information: Target Audience: pre k- 12, adults; African American, Asian, Caucasian, Latino Native American, Pacific Islander, Filipino, Egyptian, other Target Data Source: FRPM rates Target Area: Los Angeles, Monterey, Alameda, San Diego, Napa, Del Norte, Santa Clara, Sacramento, Tulare, Fresno, Kern, Orange, Madera, Contra Costa, Sonoma, San Francisco, Santa Cruz, Mendocino, and Ventura counties Projected Total Contacts: 651,862 FSNE: 651,862      Non FSNE:      Other: Intermediaries serving FSNE				
B) Strategy Information: Message/Topic: A, B, F, G, J Strategy: 1, 6, 7, 8, 9, 10, Channel: f, g, h, m, n, o, q, p, r, s, u (afterschool, preschool, food banks ) Notes:				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<b>(3) Existing &amp; (4) New Educational Materials:</b> Type: New/Existing: existing Number to be Distributed/Produced: TBD Languages: Arabic, Armenian, Bosnian, Cantonese, English, Farsi, Hmong, Khmer, Korean, Lao, Mandarin, Russian Spanish, Tagalog, Vietnamese, other Notes: existing materials from ACS, AHA, 5 a Day, CFPA, CPL, CDC, UCCE, DCC, USDA, Harvest of the Month, WIC, CHKRC, other; any new materials developed will be preapproved by the Network and the need justified.				
<b>J. State Programs - 4 contractors</b> <b>(Channel Summary Information, also see Section B attachments 1 &amp; 2 for contractor specific information)</b>	Contracts executed, Progress reports submitted and analyzed	Community Development Team Program and Contract Managers, Magnuson, Brown, Buck, Carman	State match: <b>\$1,165,583</b>  Federal match: <b>\$645,601</b>	Process: SAAR (see KRA 2), interim and final progress reports, Impact Evaluation for agencies with over \$350,000 Federal Match (see KRA 2)
<b>(2) Strategies/Methods: See information by each listed contractor</b> <b>(A) Target Information:</b> <b>Target Audience:</b> <b>Target Data Source:</b> <b>Target Area:</b> <b>Projected Total Contacts:</b> <b>FSNE:            Non FSNE:            Other:</b>				
B) Strategy Information: See information by each listed contractor Message/Topic: Strategy: Channel: Notes:				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<b>(3) Existing &amp; (4) New Educational Materials:</b> See information by each listed contractor Type: New/Existing: Number to be Distributed/Produced: Languages: Arabic, Armenian, Bosnian, Cantonese, English, Farsi, Hmong, Khmer, Korean, Lao, Mandarin, Russian Spanish, Tagalog, Vietnamese, other Notes: any new materials developed will be preapproved by the Network and the need justified.				
<b>Key Activities:</b>				
<b>California Department of Education</b> Target audience: K-12 public schools (50.0 percent are eligible for free or reduced rate) Target Data Source: 2004 FRPM data Target Area: California Projected Total Contacts: 3,000,000 (50% of total students in state) FSNE: 3,000,000 Non FSNE: Other: Strategy Information: Message/Topic: A, G Strategy: 6, 7, 8, 10 Channel: c, h Educational Materials: Type: low-resource school teacher training modules New/Existing: new: revision of CalSAFE materials to incorporate new DGA and Food Pyramid; K-12 health education standards (prorated for nutrition, physical activity promotion content); existing: USDA, CHKRC, CPL, CDE, 5 a Day; Number to be Distributed: Other funders: State Share: CDE; DHS School Health Connections	Contract executed, Progress reports submitted and analyzed;	Mattingly, Trujillo, Magnuson, Brown	State match: <b>\$591,347</b> Federal Match: <b>\$295,674</b> (all State Share activities prorated based on statewide FRPM rates and nutrition education content	Process: SAAR (see KRA 2), interim and final progress reports

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<b>California Conservation Corps</b> Target Audience: CCC Corps members are minimum wage employees (@147% of the FPL) between the ages of 18-24 Target Data Source: All Target Area: California @ 24 CCC work sites Total Contacts: 1,400 FSNE: 1,400 Non FSNE: Other: Strategy Information: Provide nutrition education and PA information to Corps members and provide healthier food at CCC food preparation sites Message/Topic: A, B, E, F, G, K Strategy: 1, 6, 9 Channel: I Educational Materials: Type: Traditional nutrition education and PA curriculum and materials plus information about food assistance programs New/Existing: Existing Number to be Distributed/Produced: TBD Languages: English		Forrest, Buck, Carroll	State match: \$51,447 Federal match: \$25,724	Process: SAAR (see KRA 2), interim and final progress reports
<b>Preventive Health Care for the Aging</b> Target Audience: FSNE eligible seniors; African American, Asian, Caucasian, Latino, Native American, Pacific Islander, Middle Eastern Target Data Source: CDHS PHCA data, 2004 Target Area: El Dorado, Fresno, Kern, Kings, Lake, Madera, Orange, San Bernardino, Santa Barbara, Shasta, Stanislaus, Tulare and Ventura counties Projected Total Contacts: 446,641 FSNE: 446,641 Non FSNE: Other: Strategy Information: Message/Topic: A,F, G Strategy: 1, 2 Channel: d, e, f, l, m, o, q, r, s, t, u (senior centers, food banks, congregate meals) Educational Materials: Type: New/Existing: Existing Number to be Distributed/Produced: TBD Languages: Arabic, Cantonese, English, Hmong, Khmer, Mandarin, Russian, Spanish, Tagalog, Vietnamese contractor developed, DCC, Harvest of the Month, USDA	Contract executed, Progress reports submitted and analyzed	M. Perez, Maddox	State match: \$522,789 Federal Match: \$274,203	Process: SAAR (see KRA 2), interim and final progress reports

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<b>California Project LEAN:California Bone Health Campaign</b> Target Audience: FSNE eligible Spanish-speaking Latino mothers Target Data Source: 2000 Census Target Area: Fresno, Santa Ana, San Bernardino counties Projected Total Contacts: classes 3,500; Community outreach 15,000 FSNE: 18,500      Non FSNE:      Other:      Strategy Information: Message/Topic: B, C, G, Strategy: 1, 2, 6, 8 Channel: e, g, j, k, l, r, s, t, u (public facilities)      Educational Materials: Type: Huesos Fuertes, Familia Saludable (Strong Bones, Healthy Family) curriculum and brochure New/Existing: Existing Number to be Distributed/Produced: 50 copies of curriculum; 20,000 copies of brochure Languages: Spanish	Increased consumption of 1% low fat milk; increased knowledge of 1% milk and osteoporosis	California Project LEAN (N. Martinez, R. Rodriguez)	Federal match: \$50,000	Process: track contacts, and number of classes conducted; participant survey from promotora classes.
<b>K. University of California Cooperative Extension - 3 contractors (Channel Summary Information, also see Section B attachments 1 &amp; 2 for contractor specific information)</b>	Contracts executed, Progress reports submitted and analyzed	Community Development Team Program and Contract Managers	State match: \$1,654,341 Federal match: \$827,144	Process: SAAR (see KRA 2), interim and final progress reports, Impact Evaluation for agencies with over \$350,000 Federal Match(see KRA 2)
<b>(2) Strategies/Methods:</b> (A) Target Information: Target Audience:African American, Asian, Caucasian, Latino, Native American, Pacific Islander, Philipino; pre K, adults, seniors; families with children, community gardeners, childcare providers, health care providers, school staff, ESL students Target Data Source: 2000 Census, CalWORKS, FS rates, FRPM rates, HUD, United Way data Target Area: Los Angeles, Alameda counties Projected Total Contacts: 6,495 FSNE: 6,495      Non FSNE:      Other:				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
B) Strategy Information: Message/Topic: A, F, G Strategy: 1, 2, 7, 8 Channel: j, g, l, m, o, q, r, s, t, u (preschool, food banks, senior centers) Notes:				
<b>(3) Existing &amp; (4) New Educational Materials:</b> Type: New/Existing: Number to be Distributed/Produced: TBD Languages: Arabic, Cantonese, English, Khmer, Korean, Lao, Mandarin, Russian, Spanish, Tagalog, Vietnamese, other Notes: existing materials from CFPA, contractors, UCCE, USDA, CHKRC, 5 a Day; any new materials developed will be preapproved by the Network and the need justified.				
<b>L. California Healthy Cities and Communities</b> <b>These are grants, not Local Incentive Awardees.</b> <b>(Channel Summary Information, also see Section B attachments 1 &amp; 2 for contractor specific information)</b>	Contracts executed, Progress reports submitted and analyzed	Morgan, Nichols	Federal Match: \$322,947	Process: SAAR (see KRA 2), interim and final progress reports
<b>(2) Strategies/Methods:</b> (A) Target Information: Target Audience: all ages; African American, Caucasian, Latino, other Target Data Source: FRPM rates, 2000 Census Target Area: City of Riverside, West Oakland, South Inyo County, City of Delano Projected Total Contacts: City of Riverside: 11,999; West Oakland: 14,568; South Inyo County: 248; City of Delano: 20,648 FSNE: 47,463      Non FSNE:      Other: Intermediaries serving FSNE				
B) Strategy Information: Message/Topic: A, F, G Strategy: 2, 6, 10 Channel: f, n, s, t, u (afterschool) Notes:				



(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<b>(3) Existing &amp; (4) New Educational Materials:</b> Type: New/Existing: existing Number to be Distributed/Produced: TBD Languages: English, Spanish Notes: existing materials from 5 a Day, USDA; any new materials developed will be preapproved by the Network and the need justified.				
<b>M. Local Incentive Award 5 % Reserve not claimed for FFP but used for existing Local Incentive Award Projects that do not realize local share commitment and for new projects and opportunities that are approved in amendments to the Plan.</b>	<i>Reserve in Place Procedures for amendments</i>	Bonitz, Donovan		
<b>(2) Strategies/Methods:</b> (A) Target Information for activities: All <i>Network</i> funded projects Target Audience: All <i>Network</i> projects that work with 50% or more participants are at 185% of FPL or less. Target Data Source: Variety -see local project data in KRA 1, Section F, Attachment # Target Area: statewide Projected Total Contacts: 179 contractors For Activity # 7 FSNE:            Non FSNE:            Other:				
B) Strategy Information: 5% reserve in case local incentive award projects do not realize local share commitments and for new opportunities that are approved in amendments to the Plan. Message/Topic: All Strategy: All Channel: All Notes:				
<b>(3) Existing &amp; (4) New Educational Materials:</b> Type: New/Existing: existing Number to be Distributed/Produced: TBD Languages: English, Spanish Notes: existing materials from 5 a Day, USDA; any new materials developed will be preapproved by the Network and the need justified.				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<b>OBJECTIVE II: (Local Food and Nutrition Education Projects): By September 30, 2006, provide nutrition education through 15 local competitively-funded projects operating in a variety of community settings and through an organization providing nutrition education at farmers' markets and other open air markets throughout California that have EBT capacity; provide staff support for three meetings of the Local Food and Nutrition Education Action Committee to share lessons learned and best practices, and to maximize communication and coordination between projects and the Regional Lead Agencies; and provide support for process and outcome evaluation and progress reporting activities.</b>	Nutrition education plans and activities in approved scopes of work; increased consumption of healthy food including fruits and vegetables; measurable gains in knowledge and eating behaviors.	Buck, Nishio, MkNelly, Nichols	Federal Match: \$876,834	SAAR (See KRA 2), interim and final progress reports; technical assistance provided by evaluation consultant and final evaluation report that addresses the outcomes of the non-profit contractors providing nutrition education to often hard-to-reach communities and target populations.
<b>(2) Strategies/Methods:</b> (A) Target Information: Target Audience: Low-income @ 50% of 185% FPL or less Target Data Source: Census Tracts, low-resource schools, and Program/Service Client Income Criteria Target Area: Varies - neighborhoods, communities, regions, and statewide Projected Total Contacts: 95,000 FSNE: 95,000      Non FSNE:      Other:				
B) Strategy Information: Message/Topic: A, B, H Strategy: 1, 2, 7, 9 Channel: g, l, s, t Notes:				
<b>(3) Existing &amp; (4) New Educational Materials:</b> Type: Nutrition education curriculum, materials, and handouts. New/Existing: Use of existing 5 a Day and <i>Network</i> - developed material; development of new culturally and age appropriate nutrition education curriculum, materials, and handouts. Number to be Distributed/Produced: 225,500 Languages: English and Spanish. Notes: any new materials developed will be preapproved by the <i>Network</i> and the need justified.				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<b>KEY ACTIVITIES</b>				
1. Project Management and Oversight: Provide program and contract management support to 15 Local Food and Nutrition Education Projects operating at low-resource schools, food banks, public housing projects, after-school programs, migrant centers, farmers' markets, community gardens, child care homes, and other qualifying low-income community-based sites and programs.		Buck, Nichols, Nishio	\$750,834	
2. Ecology Center (consultant): Provide program and contract management support to consultant organization for nutrition-oriented interventions to Food Stamp eligible shoppers at 10-15 high priority farmers' markets and other open-air markets that have EBT capacity; promote these venues as sources of 1) healthy food and fresh, affordable produce, and 2) nutrition education information and materials.		Buck, Nichols, MkNelly, Nishio	\$100,000	
3. Local Food and Nutrition Education Action Committee: Provide staff support to 16 Local Food and Nutrition Education Projects who are members of this committee, non-funded committee members, and representatives of the eleven Regional Lead Agencies to share lessons learned, best practices, and information about ways to provide more effective nutrition education services and interventions at a wide variety of qualifying grass-roots locations.		Buck, Nichols, MkNelly, Nishio	\$26,000	
4. Evaluation Technical Assistance (consultant): Provide services and support to 16 Local Food and Nutrition Education Projects including process and outcome evaluation activities and preparation of semi-annual and year-end progress reports to <i>Network</i> Program and Contract Managers (see KRA 2 for activities and budget).		Buck, Nichols, MkNelly Nishio		
<b>OBJECTIVE III: Regional Nutrition Networks: By September 30, 2006, 11 <i>Regional Nutrition Network</i> agencies will provide regional infrastructure support to <i>Network</i>- funded local agencies, facilitate regional collaboratives, and implement the regional <i>5 a Day Campaigns--Children's 5 a Day--Power Play! Campaign, Latino 5 a Day Campaign, African American 5 a Day Campaign, and 5 a Day Retail Program -- to provide nutrition education, physical activity promotion and nutrition assistance program promotion.</i></b>	Increased coordination and synergy within regions; improve fruit and vegetable and physical activity-related knowledge, opinions, and behaviors among target audience.	CPNS Regional Support Team, 5 a Day Team; Micheletti; Contract Managers; Magnuson; NECs; Brown	<b>\$4,934,500</b>	Process: SAAR (see KRA 2); progress reports. Outcome evaluation: Regional evaluation plans; California Dietary Practices Survey (CDPS) and California Children's Healthy Eating and Exercise Practices Survey (CalCHEEPS) to gauge consumer behaviors and opinions. Nutrition and Physical Activity Integration Evaluation Plan (see KRA 2).

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<b>Summary Information</b>				
<b>(2) Strategies/Methods:</b> (A) Target Information: Target Audience: 9- to 11-year-old children from FSNE eligible families; FSNE eligible Latino adults, aged 18-54 years, and their families; FSNE eligible African American adults, aged 18-54 years, and their families; other FSNE eligible adults and their families; intermediaries and community leaders Target Data Source: Free/reduced-price meal (FRPM) program, census tract data (<185% FPL), organizational-level data (CYOs, CBOs), annual consumer surveys. Target Area: Statewide Projected Total Contacts: Direct: 3.4 million Indirect: 54.1 million FSNE: 31,340,800 Non FSNE: 26,206,580 Other: 7,500 Notes: See KRA 1, Objectives IV, V, and VI and KRA 3, Objective VIII (Retail) for (2) Strategies/Methods breakdown by <i>5 a Day Campaign</i> .				
B) Strategy Information: Message/Topic: A,B,C,D,E,F,G,H,J Strategy: 1,2,3,4,5,6,7,8,9,10 Channel: a,f,g,h,j,m,n,p,q,r,s,t,u Notes:				
<b>(3) Existing &amp; (4) New Educational Materials:</b> Type: Brochures, informational materials (e.g., fact sheets), and <i>5 a Day Campaign</i> specific educational materials as specified in KRA 1, Objectives IV, V, VI, and VII. New/Existing: Primarily existing Number to be Distributed/Produced: TBD Languages: English; Spanish Notes: No new educational materials produced (except where noted by <i>5 a Day Campaigns</i> in KRA 1, Objectives IV - VII), just informational materials. Existing educational materials to be used from USDA, DSS, <i>Network</i> , etc.				
<b>KEY ACTIVITIES</b>				
1. Implement <i>Children's 5 a Day--Power Play! Campaign</i> in 11 regions, <i>Latino 5 a Day Campaign</i> in 9 regions, and <i>African American 5 a Day Campaign</i> (non faith component) in 5 regions (see KRA 1, Objectives IV, V, and VI for campaign-specific details).				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
2. Working collaboratively with LIAs, establish the <i>5 a Day Retail Program's</i> merchandising and promotion program in grocery stores beyond those covered in the regional targeted <i>5 a Day Campaigns</i> . The grocery stores will be located in qualifying (FSNE eligible) census tracts. (Refer to KRA 3, Objective VIII for more information on the <i>5 a Day Retail Program</i> ).				
3. Identify low-wage worksites in each region that can serve as candidate pilot test sites for the <i>5 a Day--Be Active! Worksite Program</i> . (See KRA 1, Objective VII for more information on the <i>5 a Day--Be Active! Worksite Program</i> .)				
4. In conjunction with local LIAs, Special Projects, 5 a Day Campaign activities and other partners, facilitate Regional Collaboratives to develop educational initiatives that promote increased access to nutritious foods and physical activity opportunities within community environments and settings serving FSNE eligible families, improving the likelihood for them to make healthy food choices and have active lifestyles.				
5. Coordinate region-wide media, events and other promotions to help integrate <i>Network</i> projects and regional <i>5 a Day Campaigns</i> , and maximize awareness.				
6. Provide timely communications support and training to local <i>Network</i> contractors to enhance collaboration, disseminate best practices, and maximize efficiencies.				
7. Regionally establish linkages with local USDA-funded programs, regional partners, and <i>Network</i> contractors to maximize efforts, and convene regionalized groups to develop a food security plan for the region.				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<p><b>Objective IV. By September 30, 2006, achieve a minimum of 922,000 direct impressions and 30,000,000 indirect impressions among 9- to 11-year-old children (17,007,100 FSNE and 13,914,900 Non FSNE) through regional implementation of the <i>Children's 5 a Day--Power Play! Campaign</i>.</b></p> <p><b>Notes: The term "5 a Day" will be used in the campaign name until the re-branding of the National 5 A Day Program is complete. All materials and publications related to the <i>Children's 5 a Day--Power Play! Campaign</i> will reflect the 2005 Dietary Guidelines for Americans and MyPyramid.</b></p>	<p>Improve awareness, knowledge, attitudes, and behaviors regarding fruit and vegetable consumption and physical activity levels among 9- to 11-year old children from FSNE eligible families.</p>	<p>Garbolino, Meigs, Elam, MSIII</p>	<p><b>\$2,295,000</b></p>	<p>The <i>Campaign</i> 's approach is based upon a successful large-scale impact evaluation study. Additional evaluation includes ongoing process evaluation, testing of new and revised materials, testing of new messaging, and small-scale evaluations of new projects. In addition, the California Children's Healthy Eating and Exercise Practices Survey (CalCHEEPS) collects biennial data for this target audience.</p>
<p><b>Summary Information</b></p>				
<p><b>(2) Strategies/Methods:</b> <b>(A) Target Information:</b> <b>Target Audience:</b> 9- to 11-year-old children from FSNE eligible families <b>Target Data Source:</b> Free/reduced-price meal (FRPM) program (schools, after-school community youth organizations (CYOs), census tract data (&lt;185% FPL), organizational-level data (CYOs) <b>Target Area:</b> Statewide <b>Projected Total Contacts:</b> <b>Direct:</b> 922,000      <b>Indirect:</b> 30,000,000 <b>FSNE:</b> 17,007,100 <b>Non FSNE:</b> 13,914,900    <b>Other:</b> 6,000 (teachers, youth leaders)</p>				
<p><b>B) Strategy Information:</b> <b>Message/Topic:</b> A,G (primary); B,C,D,F,J (secondary) <b>Strategy:</b> 1,2,3,5,6,8,9,10 <b>Channel:</b> f,g,h,m,t,u (other: community youth organizations) <b>Notes:</b></p>				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<b>(3) Existing &amp; (4) New Educational Materials:</b> Type: Idea & Resource Kits, cookbook, parent brochure, posters, nutrition education reinforcement items New/Existing: Primarily existing, some parent and K-3 school materials newly-adopted or developed (depending upon need) Number to be Distributed/Produced: 850,000 pieces Languages: English and Spanish Notes: Materials were recently updated to reflect the 2005 Dietary Guidelines for Americans and MyPyramid.				
<b>KEY ACTIVITIES</b>				
A. Fund 11 Regional Nutrition Networks to implement the multi-channel <i>Children's 5 a Day--Power Play! Campaign</i> statewide.		Garbolino, Meigs, Elam, MSIII	\$1,850,000 (see KRA 1, Objective III, Regional Nutrition Networks)	Process evaluation through semi-annual reports (contacts and outcomes in each <i>5 a Day--Power Play!</i> intervention channel; public service media outreach efforts and results; trainings conducted; etc.); site visits.
B. Provide on-going technical assistance to Regional Nutrition Networks via teleconferences, site visits, meetings conducted in collaboration with the <i>Latino 5 a Day</i> and <i>African American 5 a Day Campaigns</i> , e-mail updates, web resources, and phone/e-mail consultation.		Garbolino, Elam, Meigs, MSIII, Downey	\$20,000	Evaluation forms regarding satisfaction, usefulness and applicability of meeting topics; site visit log; training feedback forms.
C. Evaluate <i>5 a Day--Power Play! Campaign</i> state and regional activities -- See KRA 2, Objective XV.		Garbolino, Meigs, Elam, Keihner, Backman		See KRA 2, Objective XV.
D. Produce and distribute <i>5 a Day--Power Play!</i> resources.		Garbolino, Elam, Meigs, MSIII, Backman, Contractor (TBD)		Number distributed; feedback from Regional Nutrition Networks and intermediaries; pilot testing of new materials.
1. Reprint previously-tested materials, including Idea & Resource Kits, cookbook, posters, and nutrition education reinforcement items.			\$325,000	Number distributed; feedback from Regional Nutrition Networks and intermediaries.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
2. Produce resources for FSNE eligible parents of elementary-age children and K-3 teachers in qualifying schools (adopt or adapt existing materials or develop new materials, based upon review of existing materials focused on fruits and vegetables and physical activity).			\$35,000	Number distributed; pilot test results.
3. Produce and distribute marketing materials and informational pieces targeting intermediaries that work with children from FSNE eligible families (e.g., school personnel and youth leaders). May include program recruitment flyers, Campaign fact sheets and brochures, etc.			\$15,000	Number distributed; pilot test results; feedback from Regional Nutrition Networks.
4. If necessary, develop new English- and Spanish-language <i>Campaign</i> graphics and messaging based upon the re-branding effort.			\$15,000	Focus group testing (see KRA 2, Objective XV).
5. Design and typesetting of materials.			\$30,000	Completed design and typesetting.
6. Translate materials for parents and children into Spanish.			\$5,000	Conduct reviews of translated materials with Spanish-language experts.
E. Partner with key organizations to advance the Campaign messages and impact among children from FSNE eligible families. May include American Cancer Society, Center for Collaborative Solutions, Boys and Girls Clubs, and California School Nutrition Association.		Garbolino, Elam, Meigs, MSIII, Backman, Marsom		Partnership agreements and/or project parameters established; in-kind contributions from partners; outcomes of partner projects.



(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<p><b>Objective V. By September 30, 2006, complete the regional roll-out of the <i>Latino 5 a Day Campaign</i> to include nine regional lead agencies and achieve a minimum of 1,600,000 direct impressions and 4,000,000 indirect impressions (3,080,000 FSNE and 2,520,000 Non FSNE) among Latino adults, aged 18-54 years.</b></p> <p><b>Notes: The term "5 a Day" will be used in the campaign name until the re-branding of the National 5 A Day Program is complete. All materials and publications related to the <i>Latino 5 a Day Campaign</i> will reflect the 2005 Dietary Guidelines for Americans and MyPyramid.</b></p>	<p>Improve fruit and vegetable and physical activity-related knowledge, opinions, skills, and behaviors of FSNE eligible Latino adults.</p>	<p>Martin, Tovar, Perez</p>	<p><b>\$2,440,500</b></p>	<p>The <i>Campaign</i>'s approach is based upon a successful large-scale impact evaluation study. Additional evaluation includes ongoing process evaluation, testing of new and revised materials, and testing of new messaging. The <i>Campaign</i> also uses results from the biennial California Dietary Practices Survey (CDPS) and an annual <i>Latino 5 a Day</i> consumer survey to gauge consumer behaviors and opinions related to fruit and vegetable consumption and physical activity.</p>
<p><b>(2) Strategies/Methods:</b>  <b>(A) Target Information:</b>  <b>Target Audience:</b> FSNE eligible Latino adults, aged 18-54 years, and their families  <b>Target Data: Source:</b> Census tract data (&lt;185% FPL), organizational-level data (CBO's working with FSNE eligible families), annual consumer surveys.  <b>Target Area:</b> Bay Area, Central Coast, Central Valley, Desert Sierra, Gold Coast, Gold Country, Los Angeles, Orange County, and San Diego Regions.  <b>Projected Total Contacts:</b>  <b>Direct:</b> 1,600,000    <b>Indirect:</b> 4,000,000  <b>FSNE:</b> 3,080,000    <b>Non FSNE:</b> 2,520,000  <b>Other:</b> 360 (direct health service providers)</p>				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
B) Strategy Information: Message/Topic: A,G (primary); B,C,D,E,F (secondary) Strategy: 1,2,3,5,6,7,9,10 Channel: g,m,p,q,s,t,u (other: festivals and flea markets located in qualifying (FSNE eligible) census tracts) Notes:				
<b>(3) Existing &amp; (4) New Educational Materials:</b> Type: Nutrition education brochures, cookbook, shopping notepad, posters, <i>Fruit, Vegetable, and Physical Activity Toolbox for Community Educators</i> , nutrition education reinforcement items New/Existing: Existing Number to be Distributed/Produced: 3.2 million Languages: Spanish/English Notes: Materials were recently updated to reflect the 2005 Dietary Guidelines for Americans and MyPyramid.				
<b>KEY ACTIVITIES</b>				
A. Fund Regional Nutrition Networks to implement the multi-channel <i>Latino 5 a Day Campaign</i> . Regions will include Bay Area, Central Coast, Central Valley, Desert Sierra, Gold Coast, Gold Country, Los Angeles, Orange County, and San Diego-Imperial.		Martin, Tovar, Perez	\$1,585,000 (see KRA 1, Objective III, Regional Nutrition Network)	Process evaluation through semi-annual reports (contacts and outcomes in each <i>Latino 5 a Day</i> intervention channel; public service media outreach efforts and results; trainings conducted; etc.); site visits; consumer survey.
B. Provide technical assistance and training to Regional Nutrition Network staff who are involved in the implementation of the <i>Latino 5 a Day Campaign</i> .				
1. Provide on-going technical assistance to Regional Nutrition Networks via teleconferences, site visits, meetings conducted in collaboration with the <i>Children's 5 a Day--Power Play!</i> and <i>African American 5 a Day Campaigns</i> , e-mail updates, web resources, and phone/e-mail consultation.		Martin, Tovar, Perez	\$12,000	Process evaluation through evaluation forms regarding satisfaction, usefulness and applicability of meeting topics; site visit logs.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
2. In conjunction with the <i>African American 5 a Day Campaign</i> , conduct community health leader training for the Regional Nutrition Networks and Faith-based Community Projects. Approximately five community health leaders per region will be trained one time per year on conducting the Campaign's festival, farmers'/flea market, and retail interventions, which reach FSNE eligible families.		Martin, Scruggs, Downey	\$21,500	Process evaluation through the community health leader training evaluation survey.
C. Evaluate <i>Latino 5 a Day Campaign</i> state and regional activities -- See KRA 2, Objective XV.				See KRA 2, Objective XV.
D. Produce Latino-targeted nutrition education materials and nutrition education reinforcement items (NERI).				
1. Update and produce targeted nutrition education reinforcement items, such as aprons, lunch coolers, tote bags, t-shirts, and goodie bags.		Martin, Tovar, Perez, Garcia, Contractor (TBD)	\$250,000	Process evaluation through tracking and distribution records.
2. Reprint the <i>Latino 5 a Day</i> cookbook, nutrition education brochures, and posters. Reprint 3,500 copies of the <i>Fruit, Vegetable, and Physical Activity Toolbox for Community Educators</i> and create a new web-based application for use with intermediaries serving FSNE eligible adults.		Martin, Tovar, Perez, Garcia, Contractor (TBD)	\$520,000	Process evaluation through tracking and distribution records; results of <i>Toolbox Usage and Evaluation Survey</i> .
3. Update and produce additional canopy hardware and other event hardware for new <i>Latino 5 a Day</i> regional lead agencies to conduct community interventions located in qualifying (FSNE eligible) census tracts.		Martin, Tovar, Perez, Garcia, Contractor (TBD)	\$37,000	The canopy and event hardware have been tested with FSNE eligible Latino adults and intermediaries that work with the target audience.
4. Translate educational materials and NERI into Spanish, as needed.		Martin, Tovar, Perez, Consultant (TBD)	\$15,000	Conduct reviews of translated materials with Spanish-language experts.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<p><b>Objective VI. By September 30, 2006, expand efforts to achieve a minimum of 586,100 direct impressions and 413,900 indirect impressions (550,000 FSNE and 450,000 Non FSNE) among African American adults, aged 18-54 years, through implementation of the <i>African American 5 a day Campaign</i> in five regions.</b></p> <p><b>Notes: The term "5 a Day" will be used in the campaign name until the re-branding of the National 5 A Day Program is complete. All materials and publications related to the <i>African American 5 a Day Campaign</i> will reflect the 2005 Dietary Guidelines for Americans and MyPyramid.</b></p>	<p>Improve fruit and vegetable and physical activity-related knowledge, opinions, skills, and behaviors of FSNE eligible African American adults.</p>	<p>Scruggs, Dennis, Bradford, Delapa, Magtoto</p>	<p><b>\$2,172,500</b></p>	<p>The <i>Campaign</i> 's faith-based approach is based upon the proven effective American Cancer Society's Body &amp; Soul Program. Additional evaluation includes ongoing process evaluation, testing of new and revised materials, testing of new messaging, and small-scale evaluations of new projects. The <i>Campaign</i> also uses results from the biennial California Dietary Practices Survey (CDPS) and an annual <i>African American 5 a Day</i> consumer survey to gauge consumer behaviors and opinions related to fruit and vegetable consumption and physical activity.</p>
<p><b>Summary Information</b></p>				
<p><b>(2) Strategies/Methods:</b>  <b>(A) Target Information:</b>  <b>Target Audience:</b> FSNE eligible African American adults, aged 18-54 years, and their families  <b>Target Data Source:</b> Census tract data (&lt;185% FPL), consumer survey data  <b>Target Area:</b> Desert Sierra, Los Angeles, San Diego-Imperial, Central Valley, Gold Country  <b>Projected Total Contacts:</b>  <b>Direct:</b> 586,100 <b>Indirect:</b> 413,900  <b>FSNE:</b> 550,000 <b>Non FSNE:</b> 450,000 <b>Other:</b></p>				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<p>B) Strategy Information:</p> <p>Message/Topic: A, G (primary); B,C,D,E,F (secondary)</p> <p>Strategy: 1,2,3,5,6,7,8,9,10</p> <p>Channel: g,m,q,r,s,t,u (other: low-income housing units located in qualifying (FSNE eligible) census tracts)</p> <p>Notes:</p>				
<p><b>(3) Existing &amp; (4) New Educational Materials:</b></p> <p>Type: Nutrition education brochures, cookbook, health ministry manual, festival manual, bulletin handbook, and fact sheets. <i>Fruit, Vegetable, and Physical Activity Toolbox for Community Educators</i> will be provided by the <i>Latino 5 a Day Campaign</i>.</p> <p>New/Existing: Reprint existing materials. New materials - The cookbook and bulletin handbook are being produced as a result of on-going activities from FFY 2005. The bulletin handbook, which will be an extension of the existing healthy ministry manual, will be designed to inform FSNE eligible African American church members about the link between diet, physical activity, and disease prevention. The cookbook is being developed in partnership with the National 5 A Day Program. The recipes were originally developed/collected by the National 5 A Day Program and will be produced by the <i>African American 5 a Day Campaign</i> as a packaged cookbook in FFY 2006. These materials are being created because they do not currently exist for African American audiences.</p> <p>Number to be Distributed/Produced: 250,000</p> <p>Languages: English</p> <p>Notes: Existing and new materials will reflect the 2005 Dietary Guidelines for Americans and MyPyramid. Materials will be utilized by <i>African American 5 a Day Campaign</i> Faith-based Community Projects and Regional Nutrition Networks.</p>				
<b>KEY ACTIVITIES</b>				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
A. Fund 16 faith-based community projects to implement nutrition education interventions and promote physical activity in churches, grocery stores, and at community festivals. <i>African American 5 a Day Campaign</i> Faith-based Community Projects are located in Alameda, Los Angeles, Sacramento, San Bernardino, and San Diego counties. <b>The proven effective American Cancer Society's Body &amp; Soul Program, nutrition education classes, and health fairs will be implemented through the funded churches. Fruit and vegetable merchandising, promotional activities, and food demonstrations will be conducted at participating grocery stores that are located in qualifying (FSNE eligible) census tracts. Nutrition education activities and physical activity promotion will be conducted at community festivals in qualifying (FSNE eligible) census tracts. Public service media opportunities may be available to promote the activities of the church projects.</b>		Scruggs, Delapa, Derenzy, Bradford, Dennis, Magtoto	\$1,360,000	Process evaluation through semi-annual activity reports (contacts and outcomes in each <i>African American 5 a Day</i> intervention channel; public service media outreach efforts and results; trainings conducted; etc.); site visits; and results of the <i>African American 5 a Day</i> consumer survey.
B. Fund 5 Regional Nutrition Networks in the Desert Sierra, Los Angeles, San Diego-Imperial, Central Valley, and Gold Country regions to implement the <i>African American 5 a Day Campaign</i> . Regional Nutrition Networks will implement nutrition education interventions and promote physical activity in grocery stores, low-income housing units, and direct health service provider organizations.		Scruggs, Bradford, Dennis, Richardson, Quinn, Zimmerman	\$400,000 (see KRA 1, Objective III, Regional Nutrition Network)	Process evaluation through semi-annual activity reports (contacts and outcomes in each <i>African American 5 a Day</i> intervention channel; public service media outreach efforts and results; trainings conducted; etc.); site visits; and results of the <i>African American 5 a Day</i> consumer survey. Determine effectiveness of nutrition education interventions in low-income housing units located in qualifying (FSNE eligible) census tracts.
C. Provide technical assistance and training to Faith-based Community Projects and Regional Nutrition Networks who are involved in the implementation of the <i>African American 5 a Day Campaign</i> .				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
1. Provide on-going technical assistance to Faith-based Community Projects and Regional Nutrition Networks via teleconferences, site visits, meetings conducted in collaboration with the <i>Children's 5 a Day--Power Play!</i> and <i>Latino 5 a Day Campaigns</i> , e-mail updates, web resources, and phone/e-mail consultation.		Scruggs, Bradford, Dennis		Process evaluation forms regarding satisfaction, usefulness and applicability of meeting topics; site visit log; feedback forms.
2. Conduct community health leader training (see KRA 1, Objective V, B.2.).				See KRA 1, Objective V, B.2.
D. Update and produce targeted nutrition education and physical activity promotion materials and reinforcement items for the <i>African American 5 a Day Campaign</i> . Items include tents, prize wheels, aprons, T-shirts, colanders, cutting mats, tote bags, goodie bags, and lunch coolers.		Scruggs, Bradford, Dennis, Garcia	\$150,000	All items will be field tested with FSNE eligible African American adults and intermediaries that work with the target audience.
E. Reprint <i>African American 5 a Day</i> posters, brochures, festival manual, health ministry manual, fact sheets, and signage. Print <i>African American 5 a Day</i> cookbook and bulletin handbook. Upload materials, as appropriate, onto the Web site.		Scruggs, Bradford, Dennis, Garcia	\$250,000	Process evaluation through tracking and distribution records.
F. Evaluate state and regional activities of the <i>African American 5 a Day Campaign</i> -- See KRA 2, Objective XV.		Backman, Scruggs, Bradford, Dennis, Atiedu		See KRA 2, Objective XV.
G. Utilize the <i>African American 5 a Day Campaign</i> Advisory Council to provide guidance on programmatic issues for the <i>African American 5 a Day Campaign</i> . Conduct three meetings annually of the <i>African American 5 a Day Campaign</i> Advisory Council and conduct subcommittee/work group teleconferences meetings, as needed.		Scruggs, Bradford, Dennis, Downey	\$12,500	Process evaluation through meeting surveys, which will assess perceived meeting benefits, level of interest in and benefits from the meeting topics, and recommendations for future <i>Campaign</i> action. Action items resulting from meetings will provide strategic guidance and direction on <i>Campaign</i> activities, materials, and tools.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<p><b>Objective VII. By September 30, 2006, complete development and pilot testing and prepare for the regional roll-out of the <i>5 a Day--Be Active! Worksite Program</i> .</b>  <b>*Additional funding: Total CDC PBG: \$63,000</b></p> <p><b>Notes: The term "5 a Day" will be used in the campaign name until the re-branding of the National 5 A Day Program is complete. All materials and publications related to the <i>5 a Day--Be Active! Worksite Program</i> will reflect the 2005 Dietary Guidelines for Americans and MyPyramid.</b></p>	<p>Improve fruit and vegetable and physical activity-related knowledge and behaviors of FSNE eligible and middle-income working adults, FSNE eligible Latino agricultural workers, and worksite gatekeepers.</p>	<p>Carman, Cook, Backman, Contractor (TBD)</p>	<p><b>\$114,000</b></p>	<p>The <i>Program</i> approach is based on formative research of the <i>5 a Day--Be Active! Worksite Program</i> and subsequent studies. Additional program development, testing of new and revised materials, ongoing process evaluation, and additional evaluation projects will be conducted. USDA funds will be used to target FSNE eligible employees. CDC PBG funds (in italics) will be used to target middle-income employees and worksite gatekeepers.</p>
<p><b>Summary Information</b></p>				
<p><b>(2) Strategies/Methods:</b>  <b>(A) Target Information:</b>  <b>Target Audience:</b> FSNE eligible and middle-income working adults; FSNE eligible Latino agricultural workers; worksite gatekeepers  <b>Target Data Source:</b> Census tract data (&lt;185% FPL) and organizational-level data  <b>Target Area:</b> Statewide  <b>Projected Total Contacts:</b>  <b>Direct:</b> 7,600  <b>Indirect:</b> 2,500,000 (indirect contracts generated from the Fit Business Award event)  <b>FSNE:</b> 1,705,168 <b>Non FSNE:</b> 802,432 <b>Other:</b> 2,511 (worksite wellness stakeholders targeting FSNE)</p>				
<p><b>B) Strategy Information:</b>  <b>Message/Topic:</b> A,G (primary); B,D,E,F (secondary)  <b>Strategy:</b> 6,7,8,9,10  <b>Channel:</b> n  <b>Notes:</b></p>				



(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<b>(3) Existing &amp; (4) New Educational Materials:</b> Type: Worksite brochure, worksite report and brief, Fit Business Kit, Regional Nutrition Network worksite training manual New/Existing: Primarily existing, some components of the Fit Business Kit will contain elements obtained from partner organizations, i.e. CDC's StairWELL to Better Health Intervention, in addition to new elements that currently do not exist in previously developed materials Number to be Distributed/Produced: 21,811 Languages: English, Spanish (when appropriate) Notes: Existing materials were recently updated to reflect the 2005 Dietary Guidelines for Americans and MyPyramid.				
<b>KEY ACTIVITIES</b>				
A. Pilot test and evaluate components of the <i>5 a Day --Be Active! Worksite Program</i> . See KRA 2, Objective XV.		Cook, Backman, Sugerman, Carman, Contractor (TBD)		See KRA 2, Objective XV.
B. Produce and distribute <i>5 a Day --Be Active! Worksite Program</i> resources.				
1. Reprint previously-tested materials, including the worksite brochure, report, and brief. *Additional funding: \$15,000 CDC PBG Total funding for this activity is \$35,000, with 43% of the funding from CDC PBG and 57% of the funding from USDA. Fifty-seven percent of the materials will be distributed to low-wage worksites, which are located in qualifying (FSNE eligible) census tracts.		Carman, Cook, Backman, Garcia, Contractor (TBD)	\$20,000	Process evaluation through tracking the number of materials distributed.
2. Design and produce additional components of the Fit Business Kit, including a farmers' market/community supported agriculture/fruit and vegetable promotion tool, walking club promotion and marketing tool, among others. Once produced and pilot tested, these tools will be designed and uploaded onto the existing Fit Business Kit section of the <i>5 a Day--Be Active! Worksite Program</i> web page. Printed copies of the materials will also be produced. *Additional funding: \$30,000 CDC PBG Total funding for this activity is \$60,000, with 50% of the funding from CDC PBG and 50% of the funding from USDA. Fifty percent of the printed materials will be distributed to low-wage worksites, which are located in qualifying (FSNE eligible) census tracts.		Carman, Cook, Backman, Garcia, Contractor (TBD)	\$30,000	Process evaluation through tracking the number of materials distributed and number of times the materials are accessed online; pilot test results (see KRA 2, Objective XV).

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
3. Translate materials into Spanish, as needed. Spanish-language materials will be used exclusively in low-wage worksites, which are located in qualifying (FSNE eligible) census tracts.		Cook, Martin, Consultant (TBD)	\$5,000	Conduct reviews of translated materials with Spanish-language experts.
C. Conduct preliminary work for the <i>5 a Day--Be Active! Worksite Program</i> roll-out in October 2006 to the Regional Nutrition Networks.				
1. Complete the scope of work for the 11 Regional Nutrition Networks.		Carman, Cook		Completed SOW.
2. Prepare a training manual and training program for the Regional Nutrition Network coordinators in each of the 11 regions. USDA funds will be allocated to this activity exclusively because the training manual and training program will assist the coordinators in conducting the <i>5 a Day--Be Active! Worksite Program</i> in low-wage worksites that are located in qualifying (FSNE eligible) census tracts.		Cook, Carman, Downey	\$4,000	Completed manual and training program.
3. Create a regional database of worksites that meet USDA targeting criteria for each Regional Nutrition Network. Upload and maintain the data layer on the GIS. USDA funds will be allocated to this activity exclusively because the data layer will help the state and regional program staff identify worksites that are located in qualifying (FSNE eligible) census tracts.		Carman, Stone, Downey	\$5,000	Completed database; successful upload and maintenance of GIS data layer; feedback on usability of GIS data layer.
D. Partner with key groups and organizations to advance the <i>Program</i> messages and impact.				
1. In cooperation with the California Task Force on Youth and Workplace Wellness, the <i>Program</i> will help to select Fit Business Award winners and develop an awards event to announce the winners. <i>*Additional funding: \$18,000 CDC PBG.</i>		Carman, Cook, Backman		Number of impressions generated from the event; fruit and vegetable and physical activity-related improvements among worksites that receive the Fit Business Award.
2. In cooperation with Worksite Wellness LA , the Program will develop and provide nutrition education and Food Stamp promotion to FSNE eligible employees at 20 Los Angeles-area, low-wage worksites. Collectively, the worksites employ over 3,000 low-wage employees. USDA funds will be used exclusively for this activity because the targeting is in compliance with USDA guidelines.		Buck, Backman, Cook	\$50,000	Number of employees reached; results of employee feedback surveys.
<b>KEY ACTIVITIES</b>				
<b>OBJECTIVE VIII: Support to the Field: By September 2006, provide statewide support to <i>Network</i> local agency contractors .</b>			<b>\$793,784</b>	
<b>A. <u>Technical Assistance</u></b>				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<b>1. School Channel Support:</b> Provide leadership and technical assistance in the development, implementation and evaluation of research-based program interventions and activities; promote utilization of research-validated and research-based nutrition and physical activity resources; assist in development and evaluation of new curriculum/instructional resources, assessment/evaluation tools, for use in schools and other agencies serving food stamp eligible youth; facilitate local/regional collaboration of nutrition/physical activity promotion efforts; and represent <i>Network</i> at regional and statewide meetings/conferences.	Contracts executed; numbers of districts increased; ongoing support provided to contractors; continued adoption of SHAPE California approach; increased collaboration with CDE and others.	Pirruccello, Magnuson, Brown, McKean, Prescott, Russum, Soares, Magrann, Streng, TBD		Process: Monthly activity reports, semi-annual and annual progress reports. Review to identify trends and potential needs (1) SAAR summaries; (2) Impact Evaluation data;
<b>KEY ACTIVITIES</b>				
Contract with 6 county offices of education to provide regional nutrition education coordinator services (NECs) to support districts, county offices of education, and other agencies working with schools.	Contracts executed	Magnuson, Pirruccello, Soares, Prescott, Magrann, Russum, Streng, TBD	Federal Match: \$535,269 (\$412,995 in state contracts & \$122,274 in PHI subcontracts)	Process: monthly activity reports, monthly contact reports, annual reports;

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
Contract with the California Healthy Kids Resource Center to review and acquire research-validated/research-based nutrition education instructional and professional materials for <i>Network</i> contractors serving food stamp eligible children; provide technical assistance to <i>Network</i> contractors on the evaluation, selection, and effective use of nutrition education materials; conduct training-of-trainers workshops for <i>Network</i> contractors on student skill development, revised Nutrition Competencies; create/compile 3-part standards-based science-nutrition instructional integration planning tool, resources compendium, and implementation guide for grades K – 8 focusing on the integration of skills-based instructional strategies. Justification of science-nutrition integration activity: review of existing resources indicate lack of usability by the teachers, superficiality of integrated learning activities and lack of guidance for effective integrated nutrition instruction.		Pirrucello, Magnuson, Acosta	\$221,286	
Collaborate with CDE, Center for Food and Justice, California Alliance for Family Farms, California Department of Food and Agriculture, and UC Cooperative Extension to provide 3 regional Farm to School (F2S) Workshops. The areas targeted within the selected regions are Mendocino, Merced, and Fresno. Through other funding sources, similar workshops will be offered in Humboldt and Riverside counties.	Conference attendee survey results to assess interest in F2S, extent to which programs are in place and identify barriers and innovative strategies implemented	Magnuson, McNelly; Subcontractor: Center for Food and Justice, Occidental College	\$37,229	Process: conference attendee surveys conducted at close of workshops and at 3-6 months for follow-up
<b>2. Local Health Department Channel Support</b>	County level nutrition action plans	Pirrucello, Mattingly	<b>Federal Match \$16,080</b>	Process: conference attendance, participant evaluations, county level nutrition action plan development
<b>KEY ACTIVITIES</b>				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
Annual CCLHDN (California Conference of Local Health Department Nutritionists) Conference: This group is the statewide leadership of county level public health nutritionists. They work almost exclusively with FSNE eligibles and many, but not all are LIAs with the <i>Network</i> , providing FSNE in their counties. Providng this training on public health nutrition leadership and strategic planning is essential to address the obesity in FSNE eligible communities. This is the only FSNE training for local health health departments, and this channel is the second largest for <i>Network</i> FSNE. Conference agenda includes public health leadership to address obesity, nutrition and physical activity promotion programming, sharing of best practices and county level action plans (similar to SNAP). Minimum projected conference cost: Total: \$90,650; FSNE (\$20,000); counties (\$35,800 inkind); speakers and facilitators (\$29,850 inkind); plus many other resources of conference planning committee from county health departments. Pro rating based on at least 22% of county health department nutritionist clients FSNE eligible and 1	County level nutrition action plans	Pirrucello, Mattingly,	16,080 (approximately 20.1% of total)	Process: Attendance, conference participant evaluations
Monthly CCLHDN Board and annual conference teleconferences	Meeting minutes	Pirrucello, Mattingly	\$0	Process: Meeting minutes
<b>3. Regional Nutrition Networks</b>	Increase contractor programmatic and administrative effectiveness	CPNS Regional Team, Contract Managers, Marsom, Wilson, CPNS 5 a Day Team, Magnuson, Micheletti, Consultants	<b>Federal Match 160,000</b>	Training evaluations; SAAR data; Contractor progress reports and regional evaluation plans; Best practices and case studies disseminated.
<b>KEY ACTIVITIES</b>				
1. Monthly teleconference calls and e-mail updates for 11 Regions.				
2. Ongoing technical assistance (telephone, e-mail, in-person) provided, as frequently as needed.				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
3. Specialized/focused intensive technical assistance and trainings for the Regional Nutrition Networks on strategic planning, nutrition education and promotions strategies, <i>Network</i> programs, and FSNE program education to increase consumption of fruits and vegetables and <b>promote healthy communities</b> for Food Stamp eligible families in low-income communities, food security and other topics, and improve delivery of FSNE interventions.			\$125,000	
A. Training and technical assistance for 11 Regional Nutrition and Physical Activity Specialists.		Health Educator, Consultant	\$35,000	Nut/PA Specialists will provide an essential area of expertise to local nutrition educators. Specialists will be trained to assist local 5 a Day, LIA, and special project nutrition staff in identifying allowable avenues to integrate physical activity into all nutrition education projects/activities in each of 11 regions throughout the State. Specialists will be physically located within each region and identified as the local nutrition and physical activity integration expert for the region. See KRA 2, Obj. 17, Act. H, Item 2 for evaluation plan.
<b>B. Site Visits</b>				
<b>KEY ACTIVITIES</b>				
1. LIA Site visits	Site visit log, site visit reports	Community Development Team Program and Contract Managers		Process: Site visit reports and follow-up
<b>2. Local Food and Nutrition Education Projects Site Visits</b>	Site visit log, site visit reports	Buck, Nishio		Process: Site visit reports and follow-up

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
3. Regional Nutrition Networks -- At least one site visit per Regional Nutrition Network will be conducted.	Site visit log, site visit reports	CPNS Regional Support Team, 5 a Day Team; Contract Managers		Process: Site visit reports and follow up
<b>C. Communities of Excellence (CX3)</b>				
<p><b>Summary Information:</b> <i>Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3). Objective: Based on ratings completed in FFY 2005, pilot test CX3 assessment instruments in up to 6 sites, develop CX3 implementation materials and systematically begin training LIAs.</i></p> <p>CX3 is a community planning model that assesses low-income communities in relation to obesity prevention benchmarks known as indicators and assets. CX3 provides a uniform method for gathering data, identifying strengths and weaknesses, and focusing programmatic efforts for LIAs. Once implemented, CX3 will be used to assess impact of nutrition education intervention in other social marketing activities of the <i>Network</i> .</p>	More strategic, effective LIA plans and activities	Foerster, Quinn, Marsom, Feighery REU staff	<b>Federal Match \$100,000</b>	The <i>Communities of Excellence</i> framework is a proven effective approach by the California Tobacco Control Program, which developed this framework in 2000. It is now used by approximately 20 other states. Process: Local data assessments completed; assessment tools & CX3 materials developed; trainings provided; number of health department LIAs incorporating CX3.
<p><b>(2) STRATEGIES/METHODS:</b></p> <p><b>A) Target Information:</b></p> <p>Target Audience: <i>Network</i> health department LIAs</p> <p>Target Data Source: N/A</p> <p>Target Area: N/A</p> <p>Projected Total Contacts: N/A</p> <p>FSNE:            Non FSNE: Other:</p>				
<p><b>B) Strategy Information: (See Strategy Legend, Next Page)</b></p> <p>Message/Topic: A,B,E,F,G,H</p> <p>Strategy: 8, 9</p> <p>Channel: a,e,h</p> <p>Notes/Comments:</p>				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<b>(3) EXISTING &amp; (4) NEW EDUCATIONAL MATERIALS:</b> <b>Type: CX3 training materials</b> <b>New/Existing: New</b> <b>Number to be Distributed/Produced: TBD</b> <b>Languages: English</b> <b>Notes: Training materials will be needed.</b>				
<b>KEY ACTIVITIES</b>				
1. Maintain CX3 Implementation Workgroup, consisting of local health department LIA pilot sites and other Network funded contractors, researchers, and others.	Workgroup members	Quinn, Feighery, Marsom, REU staff		
2. Develop or modify existing assessment instruments.	Instruments	Quinn, Feighery, Marsom, REU staff, consultants	\$40,000	
3. Test assessment instruments in pilot sites, and modify accordingly.	Instruments	Quinn, Marsom, Feighery, REU staff	\$20,000	Validated instruments.
4. Develop training and materials for CX3. Revise and modify accordingly.	Materials, number of trainings	Quinn, Feighery, Marsom, REU staff, consultants	\$40,000	Training evaluations
5. Phase CX3 into 8 – 16 local health department and school LIAs in same area.	CX3 sites	Quinn, Feighery, REU staff		Localized data collected
6. Provide ongoing technical assistance		Quinn, Feighery, Marsom, REU staff, consultants		
<b><u>D. Trainings</u></b>				



(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<b>Network Contractor Trainings</b>	Training participant evaluations	Ginsburg, Okerberg, Quinn, Marsom,	<b>Federal Match \$340,000</b>	Process: attendance, participant evaluations
<b>(2) Strategies/Methods:</b> (A) Target Information: Target Audience: Intermediaries serving FSNE eligibles Target Data Source: FRPM, California 2000 Census, agency data Target Area: California, US Projected Total Contacts: 300 health professionals FSNE:                Non FSNE:                Other: Intermediaries serving FNE eligibles				
B) Strategy Information: Message/Topic: A,B,E,F,G,H, &J Strategy: 7 Channel: a - u Notes:				
<b>3)Existing &amp; (4) New Educational Materials:</b> New/Existing: New & Existing Number to be Distributed/Produced: approximately 300 Languages: English				
<b>KEY ACTIVITIES</b>				
<b>A. Training goals include:</b> 1. Update the <i>Network</i> on policies, procedures, and program guidance from USDA. 2. Update the <i>Network</i> on current and emerging initiatives. 3. Update the <i>Network</i> on techniques for planning, implementing, and evaluating nutrition education. 4. Share strategies, resources and tools. 5. Assess training needs of the <i>Network</i> .	Training participant evaluations	Okerberg	\$200,000	Process: attendance, participant evaluations

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
B.The <i>Network</i> will provide training and technical assistance to the approximately 200 FSNE funded projects on allowable and low-cost strategies and methods they can use to promote healthy communities to FSNE eligible individuals as an integrated component of nutrition education programs.	Training participant evaluations	Marsom, Quinn, Richardson, White, Zimmerman, Wilson	\$140,000	Process: attendance, participant evaluations
<b>E. Conferences</b>				
<b>Annual Social Marketing Conference, Biennial Childhood Obesity Conference</b>	Conference participant evaluations	Okerberg, Wilson (WIC Branch)	<b>Federal Match 208,000</b>	Process: attendance, participant evaluations
<b>(2) Strategies/Methods:</b> (A) Target Information: Target Audience: Intermediaries serving FSNE eligibles Target Data Source: FRPM, California 2000 Census, agency data Target Area: California, US Projected Total Contacts: 1,400 health professionals FSNE:                Non FSNE:                Other: Intermediaries serving FSNE eligibles				
B) Strategy Information: Message/Topic: A,B,D,E,F,G,H,I, &J Strategy: 7 Channel: a - t Notes:				
<b>(3) Existing &amp; (4) New Educational Materials:</b> Type: 2007 Childhood Obesity Conference materials New/Existing: New Number to be Distributed/Produced: 1,400 Languages: English Notes: Type: 2006 Social Marketing Conference materials New/Existing: New and existing Number to be Distributed/Produced: 800 Languages: English Notes:				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<b>KEY ACTIVITIES</b>				
<p>1. 2007 Childhood Obesity Conference</p> <p>Other potential partners include California Department of Education and the University of California, Berkeley, Center for Weight and Health; Kaiser Permanente, The California Endowment, Blue Cross of California, L.A. Care Health Plan, California State Parks, Dairy Council of California, FITWIZE 4 KIDS, Inc., American Academy of Pediatrics - Chapter 3, University of California, Davis, Communications Services</p> <p><i>The FSNE costs allocated for the Childhood Obesity Conference will be approximately 21% of the overall cost of the conference. This meeting is one of the trainings we ask the FSNE funded agencies to attend. The conference will have sessions focusing on FSNE related topics, including pre and or post meetings, sessions on best practices and workshops on nutrition education specifically targeting food stamp eligible populations. A breakdown of FFY costs includes: FFY 2005/06: \$8,000. Funding includes, but is not limited to, the following costs: Personnel services, printing, duplicating, typesetting, and design and layout of printed materials.</i></p>	Contract deliverables in place	Wilson, Conference Committee members, subcontractor (CSUS)	\$8,000	Process: Conference planner contract w/ CSUS
<p>2. The Social Marketing Conference is the annual program training conference. The purpose of the conference is to update the <i>Network</i> on:</p> <ol style="list-style-type: none"> <li>1. USDA policies, procedures, and program guidance (for example, the Dietary Guidelines and My Pyramid.</li> <li>2. Current and emerging initiatives.</li> <li>3. Techniques for planning, implementing, and evaluating social marketing and nutrition education.</li> </ol> <p>In addition, it is an opportunity to network with potential partners in order to increase coordination as well as share strategies, resources, and tools.</p>	Conference participant evaluations	Okerberg, Conference planner	\$200,000	Process: Conference planner contract.
<b>F. Communications, Materials Review/Distribution</b>			<b>Federal Match \$35,000 (excluding NERI)</b>	
<b>KEY ACTIVITIES</b>				
1. Quarterly E- newsletter	Distribution list	McKean	\$0	Process: copies of newsletters, distribution list
2. Nutrition Education Reinforcement Items (\$4 or less per item)	Distribution report	Garcia, McAllister	See KRA 3	Process: NERI distribution report; see KRA 3 for more details

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
3. Harvest of the Month: In collaboration with CDE, develop technical content for 2nd phase of Harvest of the Month (HOTM) tool kit (educator newsletter, menu slicks, family newsletter, press release, collaterals) focusing on 24 produce items grown in California. CDE will provide the technical staff for the development of educational strategies and content for all elements of the tool kit. FSNE funds will support the research necessary for the development of scientifically accurate content for each of the 24 produce items. See KRA 3, Objective VII.	Produce items identified; subcontractor identified; content produced for components of educator newsletter, menu slick, and family newsletter; finals produced by RS&E	Magnuson, Pennel, REU, subcontractor	\$30,000	See KRA 2
4. Submission of materials to Food Stamp Nutrition Connection Website	Number of materials posted on website	Program Managers	\$0	Process: submission of materials to website, materials posted on website
5. <i>Network</i> Project Directory	Numbers distributed	Pirrucello, Mattingly	\$5,000	Process: copy of directory, number printed and distributed, website posting
<b>G. <u>New Initiatives/Channel Development/ Special Projects</u></b>			<b>Federal Match \$550,000</b>	
<b>KEY ACTIVITIES</b>				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<p><b>1. Afterschool Channel:</b> Finalize plan and begin three year implementation of exemplary practices, utilizing existing afterschool program infrastructure, to promote healthy food choices within a limited budget and choose active lifestyles consistent with the current Dietary Guidelines for Americans and USDA Food Guidance System developed by Center for Collaborative Solutions (1/05 – 9/05). Key strategies for the first year include: enroll 8 – 11 programs (one in each region) in a Nutrition Education Leadership Learning Community (NELLC) to serve as mentors and trainers; convene 3 NELLC meetings to provide support and technical assistance; produce field-tested exemplary nutrition education practices and indicator rubrics for afterschool programs; print and distribute “best practices” employed by exemplary programs; complete of 2 Stakeholder Advisory Committee meetings; produce inventory listing of current food stamp promotional and educational materials, including assessment of their suitability for afterschool program-related settings; compilation of, and if necessary development of, promotional materials to engage target population in improving dietary and activity practices; and develop and pilot strategies to encourage existing school-based LIAs to collaborate and coordinate activities with afterschool programs. It is estimated that approximately 85% of the students participating the afterschool programs are eligible for free/reduced price meals.</p> <p>Total cost of project (first year): \$445,000 [\$100,000 of these costs provided by Packard Foundation (\$50,000), CDE (\$20,000) and an additional foundation to be named (\$50,000).</p>	<p>Afterschool programs will learn about and successfully implement practices that result in increased fruit and vegetable consumption, as well as other aspects consistent with the current Dietary Guidelines for Americans.</p>	<p>Magnuson, Bartlett, Marsom, Brown</p>	<p>\$200,000</p>	<p>Process: track implementation of “Exemplary Nutrition Education Practices in Afterschool Programs” (2005) with baseline assessments and year-end assessments of progress; track progress of pilot strategy to establish and expand reach into afterschool programs within existing school-based LIAs; monitor effectiveness of learning community model; report extent of funding from private foundations and other sources.</p>
<p><b>2. Children &amp; Families Commissions</b> Establish planning grant with the First 5 Association of California to conduct needs assessments and identify feasibility of streamlined LIA model for county Childrens and families Commission to provide FSNE to FSP eligible individuals.</p>		<p>Foerster , Ginsburg</p>	<p>\$100,000</p>	<p>Process: Report including completion of needs assessment and feasibility model.</p>

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<p><b>3. Asian American 5 a Day Campaign Pilot Program</b></p> <p>Results from the Asian Formative Research Project completed in FFY05 indicated a need to develop a pilot Asian American 5 a Day Campaign for FSNE eligible monolingual parents in Mandarin, Cantonese, Vietnamese, and Hmong. The literature review and formative research showed that the greatest problem is the deterioration of traditional healthy Asian diet and lifestyle and resulting changes on diet and lifestyle for first generation Asians, but especially for their children. California specific data (CHIS) showed a huge increase in overweight for Asian children. There is a paucity of existing interventions and in-language nutrition and physical activity promotional materials. Primary purpose of pilot is to test linguistically and culturally appropriate materials that will be developed for the campaign and determine most effective delivery channels to provide motivating nutrition education and physical activity promotion to the FSNE target audience. Interventions will include but not limited to the following: development of 5 a Day Campaign message, in-language nutrition and physical activity promotional materials, utilization of media outlets such as radio, billboards, community centers, local grocery stores, and community events. Research will be conducted to measure and evaluate outcomes of the pilot campaign and to decipher effective campaign strategies and materials.</p>	Research measures, results	Backman, Quinn, Ghiradelli, Sugerman, consultants	\$350,000	Process: Campaign materials developed and tested; completion of AAPI 5 a Day pilot campaign. Impact evaluation: Changes in attitudes, knowledge, preference, skills, self efficacy, accessibility.
<p>The term "5 a Day" will be used until the re-branding of the National 5 A Day Program is complete. All materials and publications will reflect the 2005 Dietary Guidelines for Americans and MyPyramid.</p>				